## WHAT IS CLAIMED IS:

1. A method of operating a fuel cell system having at least one fuel cell whose operating temperature is regulated by a cooling circuit that includes a cooling heat exchanger, said method comprising:

detecting an ambient temperature of the heat exchanger;

defining operating temperature of the at least one fuel cell as a function of said ambient temperature of the cooling heat exchanger, such that waste heat of the at least one fuel cell is removed at a lowest operating temperature at which such removal is possible; and

said cooling circuit controlling said operating temperature of the at least one fuel cell, to achieve said defined operating temperature.

2. The method according to Claim 1, wherein:

the at least one fuel cell comprises a PEM fuel cell; and

the fuel cell is operated at an operating temperature between 95°C and 55°C.

3. The method according to Claim 1, wherein the volume flow of a cooling medium flowing in the cooling circuit is controlled by devices for influencing the cooling of the at least one fuel cell.

- 4. The method according to Claim 3, wherein convection of a gas flowing around the cooling heat exchanger is influenced by the devices for influencing the cooling of the at least one fuel cell.
  - 5. The method according to Claim 4, wherein the gas is air.
- 6. The method according to Claim 1, wherein the operating temperature of the at least one fuel cell is defined such that a temperature difference between a cooling medium flowing in the cooling circuit at the cooling heat exchanger and said ambient temperature is maintained at a minimum value that is sufficient to ensure removal of the waste heat generated as a function of the electric load at the at least one fuel cell.
- 7. The method according to Claim 1, wherein said fuel cell system is operated in a motor vehicle.
- 8. The method according to Claim 7, wherein the fuel cell system is operated as an auxiliary power unit (APU).
- 9. The method according to Claim 7, wherein the fuel cell system is operated at least as part of the driving system of the motor vehicle.
- 10. A method of operating a fuel cell system that includes at least one fuel cell whose operating temperature is controlled by a cooling circuit having a cooling heat exchanger, said method comprising:

determining an ambient temperature at said heat exchanger;

controlling the operating temperature of said at least one fuel cell to maintain a difference between said operating temperature and said ambient temperature at a lowest value which is sufficient to assure removal of excess heat generated by a load applied to said at least one fuel cell.